

The Amazing Things

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Introduction

If you or your mother had a dream kitchen tool that did everything, such as a food processor, a Vita-Mix, or an Instant Pot, then think of Zapier as a dream tool that you can use time and again to help you integrate apps and automate boring tasks. This is a tool that doesn't wind up in the back of the cabinet someplace collecting dust. Zapier is a tool that gets used daily.

Zapier works with over 750 apps and software to help you automate everything from saving email attachments to posting to Facebook Pages. You can filter, combine, save, and save time with automation between apps and programs that will make your life a lot simpler.

You can start with a free trial account and then upgrade paying from \$240 and up per year, payable annually. You can also keep a free limited account but you won't be able to use any premium, multi-step or auto replay task Zaps.

Using Zaps to Automate Email

One of the most common uses of Zapier is email automation. You can use it to make software talk to each other and do tasks that you want it to do. If you truly want control of your email, Zapier can help you take that control and push it to the next level.

Let's go over a few zaps that you can do with the most common types of email software that people use today. Gmail and Outlook.

Gmail.com

Gmail to Dropbox Zap

This zap automatically saves all incoming attachments that come through your Gmail account straight to Dropbox. What's more, you can filter with labels, giving you even more control over which attachments are saved and which aren't, and where.

Create Tasks from Email Zap

As anyone who tries to run a business knows, no matter how much you want to use your project management system there are always people who still want to send information and tasks for you to do via email. Now you can let them because you can use Gmail to add to Basecamp/Asana/many project management tools **to-do Zap** to automate this process. To accomplish this, you'll need to start labeling emails that are really task items. Once you do this Zapier will Zap them right over to your project management system.

Organized Email Storage Zap

Do you have 12,000 emails in your inbox that are out of control? You can use the Zap to **archive your emails to** Evernote/Google Spreadsheet/ to Dropbox and others. To do this Zap you'll label or tag the emails that you want to save for later reference to back up where you want them to go so that they're all organized. For example, you can have a Dropbox for each label and once the labels are activated Zapier will Zap them right to where you want them to go.

There are many new Zaps all the time to improve the functionality of your Gmail and general email usage. You can create automatic emails, reminders, tasks and more all using different Zaps along with tags and labels to trigger the Zap. The options are honestly endless. To find out more about Zapier read this report and open a [free Zapier account](#).

Office 365 & Outlook

As far as email goes a lot of people also use Office 365 today, which is the cloud-based version of Microsoft Office. Currently, Zapier doesn't work directly with Outlook but it does work with Office 365.

In addition to the same type of Zaps you can use in Gmail, there are many zaps that you can use with Office 365 such as:

Add Office 365 Events to Google Calendar

Everyone likes to use Google Calendar, but if you're using Office 365 you may feel as if you need to manually put things in Google calendar but you don't need to now. Now you can connect them with Zapier.

Copy Google Contacts to Office 365

This is another Zap that can be useful if you have separate contacts in Google than in Office 365. This way you can put them together so you can do your work from one email location instead of opening several email accounts.

Get Office 365 Email Alerts When New Files Are Added to Dropbox

This Zap is obviously useful if you keep your email open or check email on your mobile device. That way new documents are recognized right away.

Create new WordPress Blog Post About Upcoming Events in Office 365

This is super useful to help you save time creating blog posts about your events. Once you set up this Zap each time you create a new event in your Office 365 calendar a Zap causes the event information to create a new blog post in WordPress.

There are hundreds of Zaps that you can use with your email and with Office 365. If you can think it up, they've probably created a Zap for it. If not, you can request new Zaps and if enough people vote on it, they'll make it. Next, let's look at a few Zaps that you can use with your autoresponders like Aweber, MailChimp, and others.

Zaps + Email Newsletters

Combining email newsletters with Zapier is a beautiful thing. For example, how do you get your Go to Webinar sign ups to your Aweber email list? You got it. Zapier. **The GoToWebinar to Aweber Subscriber Zap** will automatically save the email addresses and information from those who sign up for your webinar to the email list you want them on within Aweber (or other autoresponder services).

Whether you're using MailChimp, Aweber, Campaign Monitor, Get Response, Convert Kit or others you can set up a Zap to do many tasks such as automatically import, copy and remove subscribers based on their behavior, all automatically based on the Zaps you've set up.

Send Follow Up Emails to New Customers

This Zap is useful to ensure customer satisfaction. For example, a customer buys a product from you, you can send a specific email to them. Not only that you can put them on an autoresponder email list just for that product that will automatically follow up with them over time. This Zap is set up between your payment processor and Zapier. So, it might be called **Email New Strip Customer via Aweber** or **Sendgrid**, depending on how you have it set up.

Add PayPal/Stripe/ Customers to Aweber

This is a Zap that you want to use when someone pays via your payment processor to a special autoresponder list to do follow up marketing to them. For example, let's say you sell a short report for \$7 dollars about Eating Clean. You want to now market to them other information about clean eating such as your cookbook, cooking products, and more. You can use this Zap to add them to the right Aweber list automatically.

Create Aweber Subscribers for ZenDesk Users

This is a neat Zap because let's say a customer contacted you via ZenDesk to recommend that you add a feature to your products or services this will enable you to keep track of them so that you can announce when it's added and thank those who recommended it. There are Zaps that do this same thing for other apps too, like Shopify, Magento, Big Commerce and literally hundreds more.

Save Leads from Google Forms (or any Forms) to Autoresponder Service

This type of Zap is available across many email providers. The Zap might be called something like **Save Google Form Lead to Campaign Monitor**. Campaign Monitor can be changed to Aweber, Mail Chimp, and any number of autoresponder services. What happens is via tagging, and labeling, you'll use Zapier to connect the software and trigger an event to happen. In this case, you want anyone who fills out your Google form to be moved to a list that you've set up for them on your autoresponder.

Post on Facebook New Get Response Contacts

This Zap enables you to share the good news of your new contact to the

public. This can be very helpful with word-of-mouth marketing by getting the friends of the new subscriber to notice and possibly also follow their lead. They'll see the announcement on Facebook and the person who signed up is happy to be acknowledged too.

The truth is, with Zapier you can add subscribers to any email list from any app if Zapier has a Zap for that app and since it has integrations with more than 750 apps and growing every single day, it's likely if they don't have it yet, they will soon.

Using Zaps with Payment Processors

We've already mentioned some amazing Zaps you can use combining your payment processors with your newsletter software to build your list faster and easier. But, there are even more ways to integrate your payment processors with other aspects of your business so that you can stay on top of everything easily.

Charge for Your Zoom Webinars

You can integrate PayPal and/or Stripe payment processor with Zoom to charge for your webinars by using the **Add New Zoom Webinar Registrant from Your Successful PayPal Sales Zap**. This is a premium Zap and well worth it. It works by adding successful and completed PayPal payment email addresses to your planned Zoom webinar connected to that sale. This works great for online summits.

Add Successful Payers to Your Mailing List

Just like you can add successful payers to your Zoom webinar, you can also add those payers to a specific mailing list at the same time. So, once they've paid, they're automatically added to the right list so that they don't miss out on announcements or fail to gain entry to your special private Facebook group.

Integrate PayPal or Stripe with QuickBooks Online

Want your accounting chores list to be shorter? The many integrations you can do with payment processors and QuickBooks can do that for you. For example, you can add PayPal or Stripe customers to QuickBooks Online

automatically. Create invoices for customers who have successfully paid for an item via PayPal or Stripe and much more.

Keep Track of Sales in a Spreadsheet

You can use Zapier to create new rows in a Google Sheet thus keeping track of each sale. You can then later go in and sort, find out which customers are buying multiple times and more.

In addition, there are Zaps for many other apps that can be integrated with your payment processor from Teachable, to Infusionsoft, to HubSpot and many email autoresponder integrations you can cut down on the manual labor exponentially by using the right Zaps.

Google Calendar & Google Drive Zaps

One of the hardest things to get control over is your time. But with Google Calendar and other Google Drive Zaps, you can finally start to feel like the master of your day, most of the time, anyway. There are so many [Google Drive integrations](#) that it would take a day for you to look through them all, but it will change your life.

Let's look at some of the most exciting options.

Save Instagram Posts to Google Drive

Ever worry about losing all your hard work on Instagram? Well, you don't have to with this Zap. This Zap will automatically save each new post you make to your Instagram account to a file on Google Drive. There is also a Zap for Pinterest.

Copy Dropbox Files to Google Drive

You know you should have multiple backups of everything you do, but what a pain right? Now you can set up a Zap to automatically copy new Dropbox files to your Google Drive so that you will never lose access no matter what happens. And yes, you can do this vice versa too.

Save Signed Contracts to Google Drive

Do you use a system like Envoy or RightSignature to get contracts signed? If

so, now once they're signed they'll automatically be stored in your Google Drive folder so you don't have to do it manually.

Automatically Upload Videos from Google Drive

Integrate your Google Drive with a service like Wistia so that you can upload videos automatically. For example, if your entire team is working on a video, when it's done you want it uploaded but you don't want to do it yourself and you don't want to give out passwords. Let Zapier integration do it for you. Done.

Integrate Your Google Drive with Amazon S3

Many people use Amazon S3 to store files as well as products for their customers to buy. You can automate a lot of the process of getting your files onto Amazon S3 with Google Drive and Amazon S3 integrations.

In addition to the many integrations with Google Drive, there are integrations that are for specific Google software such as Google Calendar. Let's look at a few things you can do with Google Calendar that you didn't know you could do.

Create Google Calendar Events

When you are planning an event in one software you can automatically create an event in another software if you have Zapier and connect the apps to do it. For example, you can create Google Calendar Events from Evernote Reminders or add Office 365 events to your Google Calendar.

Create Google Calendar Events from Google Forms

This is an exciting Zap due to all the potential. For example, if you have someone fill out a form choosing a time and date to speak to you, it can automatically go into your Google Calendar as an Event that you'll get a reminder for so you don't miss these appointments. You can also do the same thing with a Zap from other form creators.

Set SMS Alerts for Google Calendar Events

This is great if you're more responsive to Text messages and alerts. This will help you avoid missing important events and is simple to set up. All you need is a Google Calendar account plus a mobile phone number in which to

receive the text.

Create Tasks from Google Calendar Event

You can do this with many different project management apps such as Asana. Set up a Zap to create a task list for different types of events right inside your project management system all automatically once it's set up.

Save Google Calendar Events to Dropbox

You can also set up a Zap to save any Google Calendar Events to your Dropbox so that you can work together with your team to organize the event.

Share Google Calendar Events to Your Slack Channel

This is a great way to tell your team what's up by sharing certain events with them automatically as you create it instead of having to create it then manually share the calendar.

Share Google Calendar Events to Your Facebook Page

Want to publicize your events? This is a great way to do it atomically. Set up the Zap to automatically make a Facebook post publicizing the scheduled event.

Create Timesheet Entries from Certain Google Calendar Events

Want to make sure you remember to record time spent at a paid event? This is a great way to do it, it works with Harvest and other time trackers.

With so many integrations possible with Google Calendar and Google Drive you'll soon realize that you can automate so much of your day with Zapier and Google.

Other Exciting Zapier Integrations with Common Software

Zapier integrates in some way with almost every app you probably use or want to use. You'll find that you get so much more out of these apps if you

integrate with Zapier and create zaps for common tasks that you normally do manually. You can do a simple Google Search like this, “Zapier and Software Name” and one of the first search result will be a link to the integrations for that software on Zapier.com.

Evernote Zaps

With Evernote Zaps, you can create Asana tasks via Evernote, (and probably other project management systems too), you can create Google Calendar Events from Evernote reminders, and even automatically backup your Evernote notes directly to Dropbox.

Trello Zaps

Trello is a collaboration tool that helps organize your projects into boards so you can see at one glance what you’re doing and who is responsible. So, to make that better you can create Zaps such as automatically creating Trello cards from new Evernote notes and/or Gmail emails and any number of other apps. Plus, if you use another project management system such as Asana you can create new Trello cards too.

LinkedIn Zaps

There aren’t as many Zaps for LinkedIn as some of the other apps but the ones they have are quite useful. In addition to the Zaps, you’d expect like sharing new Facebook posts to LinkedIn, or sharing your Twitter posts to LinkedIn if you have a MailChimp campaign you can automatically share them to your LinkedIn profile so that your connections there can take advantage of your offerings. You can also share your new WordPress Posts directly to LinkedIn.

One of the things that Zapier is great for doing is automating social media marketing and social media activity.

Examples of Social Media zaps

You know that social media is one of the most difficult tasks to get a handle on, but if you add Zapier to your repertoire (and it just involves following the

direction, authorizing Zapier to integrate with your apps, and then clicking some boxes to set it up) you'll become much more productive. It's shocking how a few minutes here or there can add up.

Some social media Zaps you might want to try:

Add Your Facebook Page Updates to Buffer

Instead of having to enter everything into Buffer first, you can enter them into Facebook and create a Zap that adds those updates to Buffer. Then Buffer can do its thing by updating the rest of your social media accounts.

Manage Your Facebook Pages Easier

Zapier allows you to authorize more than one Facebook page. This is great for business owners who have more than one page or service providers who manage more than one page because they can automate much of the process using Zaps.

Automate Image Resizing for Different Networks

Images are sized specifically for each social media network. For example, Instagram and Twitter images are different sizes so when you auto-share the same image it can look funny or worse, show up as a link instead of as an image. [You can create a zap that fixes this problem.](#)

Share WordPress Posts Automatically

You can set up Zaps for each of your networks so that when you post to WordPress each post is shared across all your social networks like LinkedIn, Buffer, Twitter, and Facebook and more. [You can even set things up so that images are shared to make it more clickable.](#)

Keep Records of Mentions on Social Media

You can also use various Zaps to track mentions of you and your business on social media and collect them right inside a Google Spreadsheet. [This Zap is for Twitter mentions](#) but there are Zaps for most of the social networks like this.

There are many zaps to help social media work better for your needs. It can save an enormous amount of time and you'll look amazing to everyone because of all that you manage to get done.

Make Your Own Zaps

An exciting option is if you cannot find a premade Zap is that you can create your own. All you do is go to your Zapier Dashboard and click "Make a Zap". Then understand the difference between Triggers and Actions.

Triggers are things that happen inside an app that you want to happen that starts the process of the Zap happening. For example, you receive payment via PayPal from a specific page on your site for a specific product or service. That's the trigger. The action is what you want the Zap to do once it's triggered.

So, let's say when someone purchases product A from you, you want them to be added to an email autoresponder series so that they'll now learn about product B. What you'd do is first make sure your email autoresponder and Zapier work together with that payment processing software.

For example, if you want everyone who buys a specific product to be signed up for a list plus a webinar after paying with PayPal, you'd need to integrate Aweber + PayPal + Zoom + Zapier. If it does, then you are good to go, and you can make your own Zap to accomplish the action you want to happen from the specific trigger.

In this case, you'd create a Zap that upon successful payment via PayPal (trigger) that two things happen (actions) they're added to your email list, and to your zoom registration.

These may be separate Zaps. So, upon the payment trigger you'd create a zap that puts them on the right email list, and another zap that adds them to the Zoom registration for the webinar. Once this is set up, depending on your Zapier account it will be completely automated.

Zapier is an amazing app that will help you manage your time a lot better. Instead of cutting and pasting, clicking 'like' and 'share' you can set everything up to do certain things automatically without giving it a second thought once it's set up.